

DOE on Demand: Strengthening Journalism with Scientific Expertise and Context on Deadline

Rick Weiss, SciLine

2019 DOE Science Communications Summit

SLAC

September 16, 2019

PIOs

Journalists





SciLine

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**Connecting journalists to
credible, articulate scientists
On deadline. For free.**

The Washington Post

June 10, 2004

“People need a fairy tale. Maybe that’s unfair, but they need a story line that’s relatively simple to understand.”

-- Ronald McKay, stem cell researcher,
National Institutes of Health

Technology

Darpa 'already implanting chips in brains of wounded US soldiers returning from Middle East'



By *Mary-Ann Russon*

September 28, 2015 15:22 BST Updated 48 min ago



SPUTNIK



DARPA's Autonomous Killer Robots Will Leave Humans Defenseless

TECH 03:26 29.05.2015 (updated 10:12 29.05.2015)

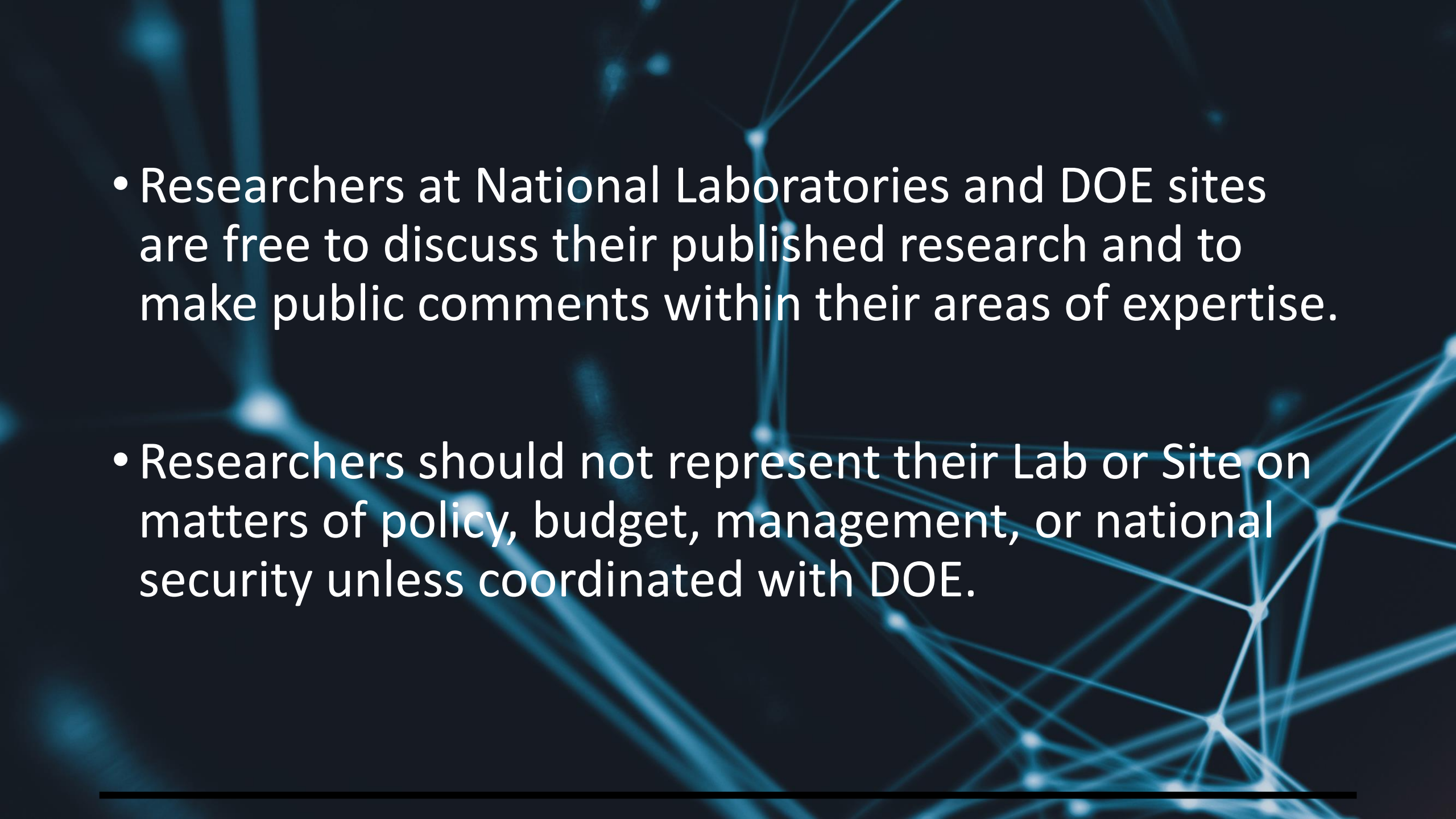
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3 3982 6 6

Killer robots called LAWS- lethal autonomous weapons systems- are being commissioned by the United States Defense Advanced Research Projects Agency (DARPA), and will be able to track and kill targets even without being controlled by their human handlers.





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- Researchers at National Laboratories and DOE sites are free to discuss their published research and to make public comments within their areas of expertise.
 - Researchers should not represent their Lab or Site on matters of policy, budget, management, or national security unless coordinated with DOE.
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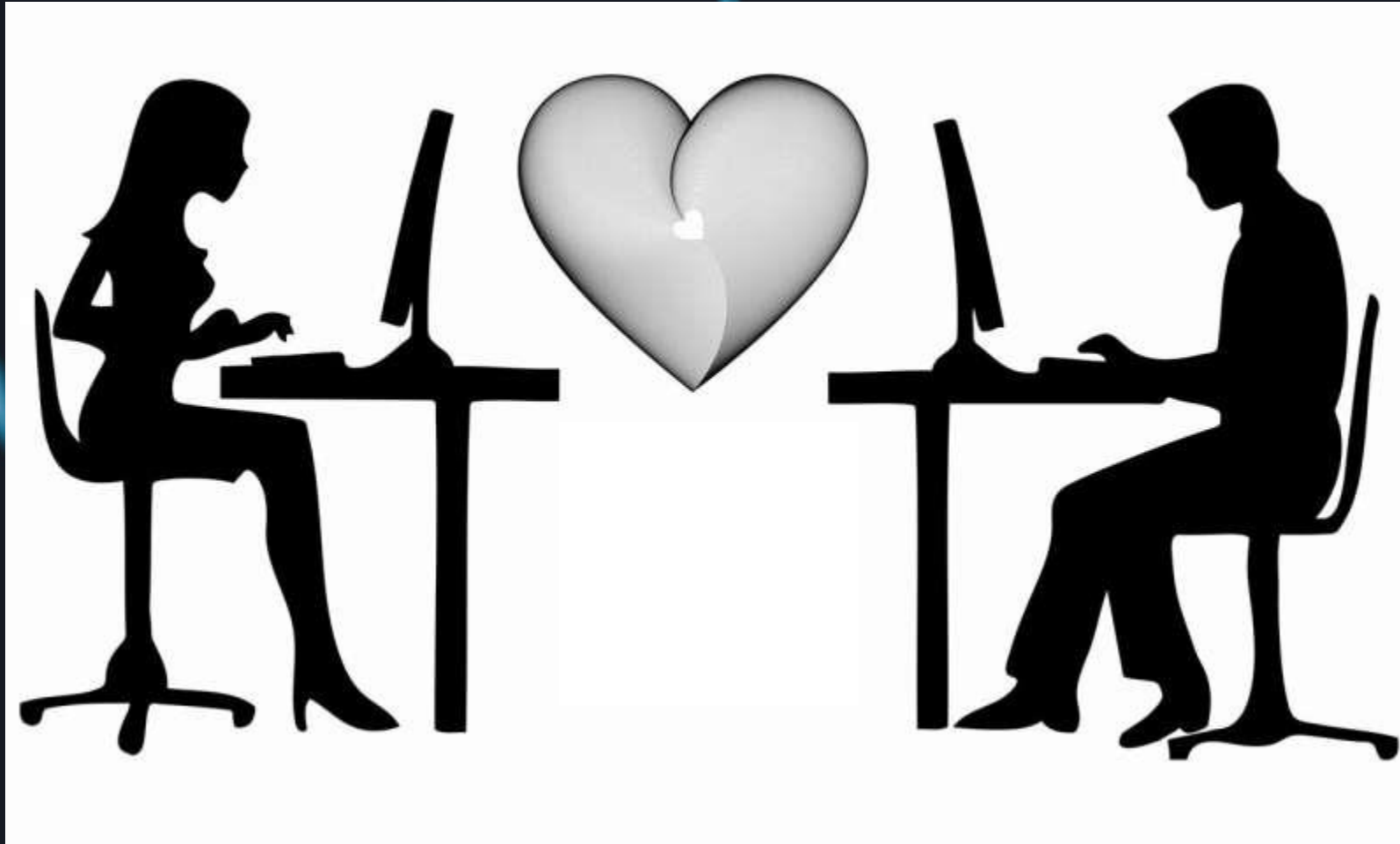
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EXPERT MATCHING



Fact Sheets



Climate & Extreme Weather



Wildfire Trends



Geoengineering



Carbon Capture & Storage



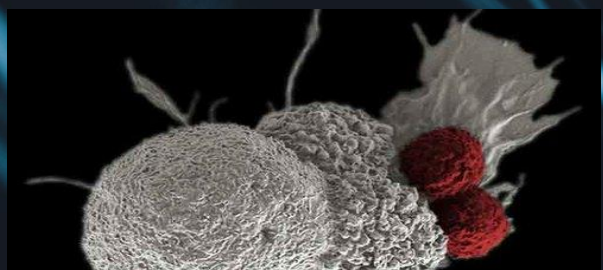
Concussions



Gene Drives



Lead in Drinking Water



Cancer Immunotherapy



Gravitational Waves

Media Briefings



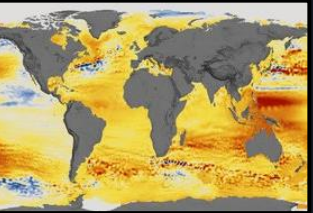
PFAS Contamination in U.S. Communities



Concussions & Brain Health



Role of Climate in Heat, Fire & Floods



Understanding Sea Level Rise



Gene Drives



GENOMICS FOR JOURNALISTS

March 24-26, 2019

ALL-EXPENSES-PAID WORKSHOP FOR JOURNALISTS

SciLine by the Numbers

Total in-scope reporter requests to date: **>700**, from **>200** news outlets in **34** states

Successful referrals of at least one expert within deadline: **98%**

More than **1,000** scientists referred to reporters, from **~ 400** institutions in **50** states

80% of resulting stories quote a SciLine-referred expert

More than **150** reporters in media briefings

More than **10,000** scientists in our database

Hundreds of reporters & science communicators visited in universities and newsrooms across **35** cities in **17** states.



The Telegraph

▲ > News > Science

Nasa astronaut twins Scott and Mark Kelly no longer genetically identical after space trip

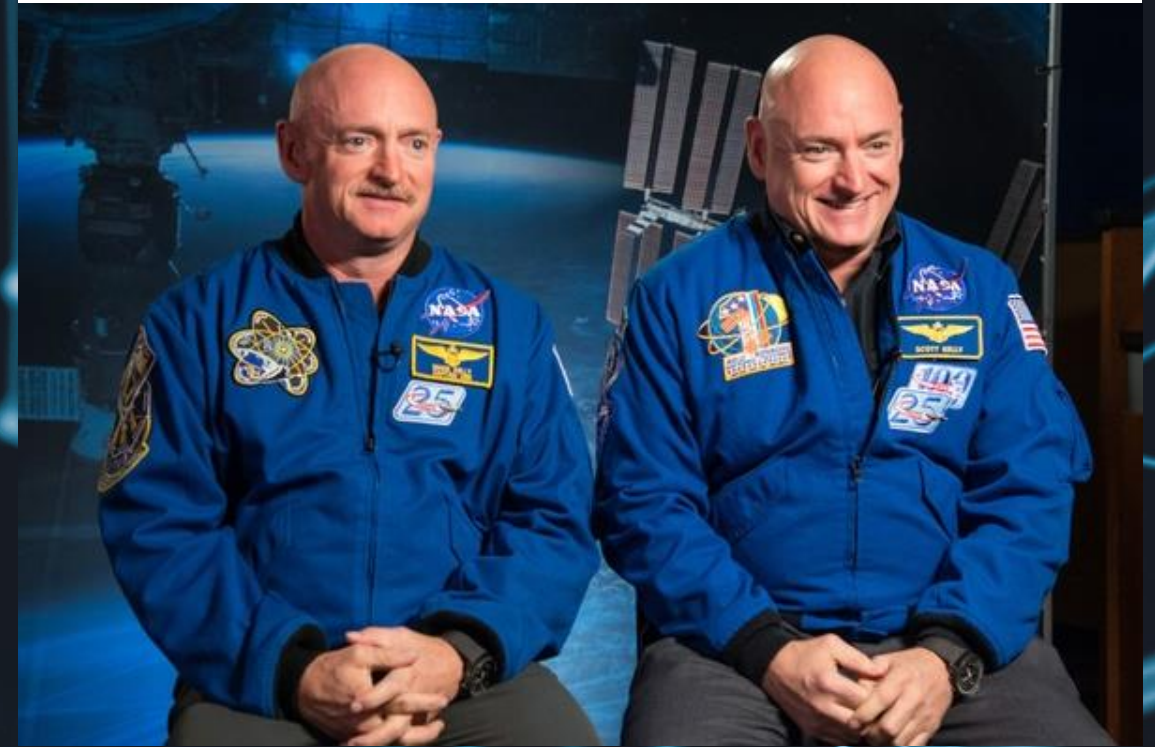


U.S. & WORLD



NASA study reveals 7 percent of astronaut's genes changed after year in space

Posted Mar 12, 2018



OPINION | SCIENCE

The 'Space Gene' That Wasn't

A viral story about twin astronauts shows what happens when science writing goes awry.

By [Faye Flam](#)

3 April 10, 2018, 1:00 PM EDT



DAILY BEAST

RIGHT THERE THE WHOLE TIME

The Interstitium, the Largest Organ We Never Knew We Had



NATIONAL
GEOGRAPHIC

New Human 'Organ' Was Hiding in Plain Sight

The interstitium, scientists found, is under our skin and between our organs. Understanding it may eventually help treat disease.



USA TODAY

Study says we have an undiscovered organ. It's called the interstitium

Published 9:21 a.m. ET March 28, 2018 | Updated 9:23 a.m. ET March 28, 2018

Two 'newly discovered' human organs aren't what they seem

In fact, they're not organs at all.



MARKETING ASSETS FOR FORECAST CHANGE

Preparing Hydropower for a Warming Planet

Where do Louisiana governor candidates stand on climate change?



Savannah Morning News.
savannah**now**.com

Oil exploration raises issue of undersea munitions, including Tybee bomb





“DNA Dowser” Technology Sniffs Out Remains of Missing Persons

Inventor Says New Technology “Works like Magic,” Stands to Revolutionize Cold-Case Clearance Rates



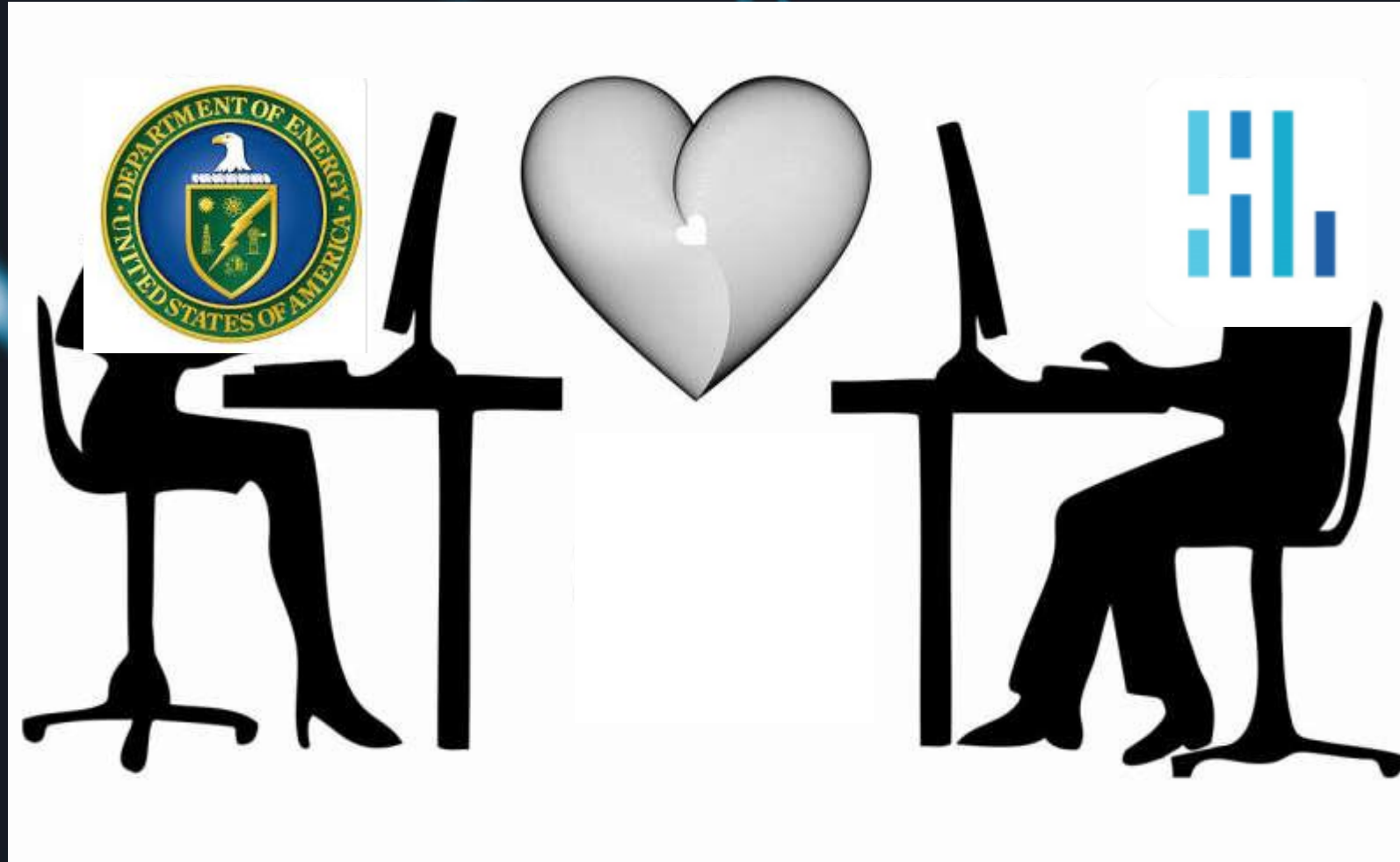


“DNA Dowser” Technology Sniffs Out Remains of Missing Persons

*Inventor of New Technology “Works like Magic,” Stands to
Revolutionize Cold-Case Crime Rates*



How can we work together?



Thank you!

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